

Callahan Advisory Board Minutes for January 27, 2016

- I. **Call to Order:** Julie called the meeting to order at 10:06 a.m. Present were Diane Beerline, Julie Kammer, Kathy Korpela, Karen Kruse, Deepa McCauley, Shirley Noreen and Candis Schey. Kristen Kinard and Karen Roney were not present.
- II. **Minutes from December 1st 2015:** Minutes were read, discussed and approved.
- III. **Correspondence:** None.
- IV. **Welcome New & Returning Board Members:** Kristen Kinard and Candis Schey were welcomed back to the Callahan House Advisory Board. They each begin a new three year term which expires at the conclusion of 2018.
- V. **House Manager's Report**
 - A. *House Statistics*
 1. There were 15 events in December: 4 City, 9 Clubs, no revenue generating, no final walkthroughs, 2 Facility showings, and no other events. 7 events were catered and served 78 guests. The City value was \$1,484 and the Club value \$1,007. A total of 390 guests were welcomed.
 2. There were 27 events in January: 5 City, 9 Clubs, three revenue generating, one final walkthrough, eight Facility showings, and one other event. 1 event was catered and served 15 guests. The City value was \$2,875 and the Club value \$1,948. A total of 175 guests were welcomed.
 3. No new revenue events were booked for 2015, but one new revenue event was booked for 2016. The total of revenue events booked now stand at 43 for 2015, 16 for 2016, and 2 for 2017.
 4. Inquiries in December were at 12 phone, 7 email, and no walk-in's.
 5. Inquiries in January were at 16 phone, 22 email, and no walk-in's.
 - B. *Maintenance & Facility Updates*
 1. The pianos were tuned. The piano downstairs was used for the January wedding.
 2. Squirrels were entering the attic of the automobile house through a hole they had chewed in the roof. Facilities fixed the hole and the squirrels chewed another hole. Pest control installed a metal plate in the roof and placed a trap allowing the squirrels to exit the attic, but

not re-enter. The roof will be fixed in a couple of weeks after it is clear the squirrels have not created another door.

3. Kathy had several meetings with City departments for 2015 reviews and 2016 planning.
 - a. Kathy met with Facilities to discuss capital requirements for 2017, and with Parks to discuss 2016 contracts.
 - b. The contract with Love in Bloom will be renewed.
 - c. Division of responsibilities between Love in Bloom and Panorama will be better addressed going forward.
 - d. Lanette and Carolynn will continue to be the Parks contacts.
 - e. An electrical study needs to be done to determine the best way to add electrical bandwidth to the house to support the new appliances that will come in 2017 and the additional lighting in the garden.
 - f. It is possible the roof will be replaced in 2016. If not, this issue will be evaluated every year until it is deemed necessary to replace the roof.
 - g. Kathy explained to the board members about the process of appropriations with the City.
4. The Christmas décor was removed and packed away prior to the January wedding.
5. Lanette is working on the remainder of the fall cleanup as time and weather permits.
6. Facilities found a contractor to repair the downstairs bathroom door. Kathy will identify a block of time that it can be removed and repaired.

C. Events for January

6 clubs met (3 of which met on more than one occasion), Celeste Avalon & Larry Anderson Wedding Rehearsal, Wedding and Reception, Jeannine Greiner Baby Shower, Community & Neighborhood Resources, and our Board Meeting, equaling 14 events for January. Three of the events were revenue generating. Spice had one event to serve.

D. Events for February

8 clubs will meet (3 of which meet on more than one occasion) and our Board Meeting, equaling 12 events for February. None of the events are revenue generating. Spice has one event to serve.

E. Event Updates & Administration

1. New Events - Sally Raney – 90th Birthday Party (7/3/16). The New Event is revenue generating.
2. There are no event cancellations.

3. Three clubs elected not to renew their memberships. The decisions were based on financial status, meeting day of the week, and declining membership. All remaining clubs have paid their dues.
4. The catering RFQ closes today. Kathy anticipates receiving a total of at least 3-4 responses. The evaluation will be completed in the next few weeks and a list of preferred caterers for 2016 will be prepared. Kathy is working with the Purchasing department to identify a way to streamline the process. The deposit for a preferred caterer will be \$250. The deposit for any other caterer will be \$750. Guests utilizing a combination of house staff and staff from At Your Service may bring their own food and pay the \$250 deposit.
5. Kathy informed the board members that hiring staff from “At Your Service” has proven to be the best solution for staffing events. The fee (\$30/hour) is higher, but there is still a profit of \$5/hour for the House. This is part of the change in business structure for the House. Kathy is interested in continuing to change the business strategy to increase profit for the House while maintaining the integrity of the House and overall maintenance of the property (both the House and the garden). Regardless, it is necessary to be aware of and comply with the standards of being on the National Historic Registry.
6. The wedding in January was lovely and proved the house as a capable venue for a winter wedding.

VI. **Old Business**

- A. *Window Repairs:* The artist rebuilding the window from the library was delayed by another project but is now back on task. Hopefully the window will be back by the end of February. The invoice has been received, but payment will be held until the work is complete.
- B. *Review - December Open House:* The Open House was a success with many new guests. Several guests commented that they had a wonderful experience and enjoyed their visit with Santa. Pictures from the event will be used in future marketing materials.

VII. **New Business:**

- A. *Posting Location for Agendas:* It was voted unanimously to keep the posting location the same for this year and therefore it will remain at the Civic Center.
- B. *Election of 2016 Officers:* Karen Kruse was nominated and elected as Chairperson. Deepa McCauley was nominated and elected as Secretary. Diane Beerline will remain as Historian.

- C. *ArtWalk 2016*: The ArtWalk dates are May 21st, July 16th and September 17th.
- D. *December Open House*: Kathy received a commitment from Santa to attend the December 2nd 2016 Open House. It was decided that the time for Santa to be present at the House should be expanded and will be 3-7pm. There is a possibility the House may be included in the Home Tour for 2016. If this occurs, the City would pay the Callahan House to be part of the tour. There was discussion about having Lifestyle Consignments stage the house for the tour. If the House is part of the Home Tour, Santa's visit would need to be moved to another date.
- E. *Packages & Administration Rate Increase*: Kathy evaluated the earnings for 2015 events and determined it is appropriate and necessary to increase the Administration Rate from 6% to 8% to cover pre-event planning efforts.
- F. *Catering RFQ & Policy Changes*: Kathy is rewriting the catering policy for the marketing materials to explain the list of preferred caterers and event options.

VIII. **Other Business:**

A. *Marketing:*

1. Kathy attended a Photoshop Elements class and learned skills to apply toward the House marketing efforts. Lynda.com is the training site for learning more about Photoshop Elements. As the City requires employees to have 10 hours/year in continuing education relative to their job, Kathy has utilized the Photoshop Elements class as one option toward that requirement.
2. Kathy (and other city staff in Longmont Community Services) met with Slate Communications, a company that provides marketing plans for government entities.
3. Wedding Sites and Services - There were 125 emails sent for the December leads with 5 bouncebacks and 3 opt-outs. There were 762 emails sent for the January leads with 121 bouncebacks and 5 opt-outs.

IX. **Adjourn:** The meeting adjourned at 11:52 a.m.

Respectfully submitted,

Julie Kammer, Chairperson

Karen Kruse, Secretary